



MINUTES
2011 MARKHAM CANADA DAY COMMITTEE
2011-03-30
Meeting No. 1

Attendance

Members

Perry Chan
Kai Mark
Mandy Ou
Peter Still
Irene Tse

Council

Councillor Carolina Moretti

Staff

Andrea Guarino, Corporate Communications
Enzo Greco,
Markham Museum Public Programs Coordinator
Rob Hincks, Operations
Wendy Lucas, Assistant to Councillor Moretti
Morgan Jones, Operations
Tiffany Mak, Assistant to Councillor Landon
Cynthia Taylor-Huff, Assistant to Councillor Chiu
Matt Vetere, Financial Analyst
Bob Walter, Operations
Bev Shugg Barbeito, Committee Secretary

Regrets

Taylor Huff
June Lee
Andy Taylor
Olivia Bella, Event Management &
Outdoor Sports Coordinator
Dennis Flaherty, Director, Communications &
Community Relations
Steve Matunin, Supervisor, Operations
Joanne Olson, Special Events Assistant
Jon Styles, Operations
Councillor Alex Chiu

The first meeting of the 2011 Markham Canada Day Committee convened at 6:25 p.m. with Bob Walter in the Chair until Councillor Carolina Moretti arrived, following a speaking engagement that Mayor Scarpitti had requested she perform on his behalf.

1. WELCOME

Bob Walter welcomed new members Perry Chan, Kai Mark, Mandy Ou, Taylor Huff and June Lee and staff Andrea Guarino and Tiffany Mak who will be joining the Committee for planning the 2011 Canada Day events. Bob also welcomed back former members Peter Still, Perry Chan and Irene Tse.

2. PLANNING FOR CANADA DAY 2011

a) Committee Assignments

Bob Walter reminded the committee that, where possible, committee members would be paired so they might share planning and carrying out the 2011 Canada Day activities. This would provide an opportunity for new committee members to learn a specific role and also provide backup in the event that someone could not be present on the day of the event.

Assignment	Committee Members
Media Launch	Wendy Lucas
Mayor's Seniors Luncheon	Cynthia Taylor-Huff, Steve Matunin
Food Vendors	Irene Tse
Canada Day Parade	Peter Still, Kai Mark, Bob Walter
Children's Activities	Joanne Olson, Taylor Huff, June Lee
Stage and Sound	Perry Chan, Mandy Ou
Radio Station participation	Andrea Guarino
Entertainment	Enzo Greco, Tiffany Mak
Fireworks	Steve Matunin, Rob Hincks
Volunteers	To be determined
Transit, Security	Andrea Guarino, Olivia Bella
Budget	Matt Vetere
Sponsorships	Councillor Chiu, Councillor Moretti
Theme and Logo	Cynthia Taylor-Huff
Posters/Ads/Invitations/Thank You Letters	Wendy Lucas

b) Preview to Canada Day (Media Launch)

Wendy Lucas reported that the Preview to Canada Day event will be held on Monday June 20, 2011 from 12:30 – 1:30 pm in the Great Hall of the Markham Civic Centre. Mayor Scarpitti and Council members have been invited. Media representatives will be invited by Corporate Communications. Wendy Lucas and Enzo Greco will book entertainment. Light refreshments (cookies and strawberries) will be served.

c) Food Vendors

Irene Tse reported that nine food vendors who participated in the 2010 Canada Day event have verbally confirmed their interest in participating again this year. The Committee discussed the fees: \$200 for a booth with a premium location and \$175 for a regular booth. It was agreed to retain these fees for the 2011 Canada Day event and review the fees for 2012 at the wrap up meeting following 2011 Canada Day.

Irene Tse also presented and reviewed a revised application form. It was agreed to accept the form as presented.

Irene Tse reviewed the layout of the food vendor booths used last year and reported that the vendors were happy with it. After discussing other possible ways to position the booths, the Committee agreed to use the 2010 layout for the 2011 Canada Day event.

Councillor Moretti will work with Longo's to provide a refrigerated truck to store food safely.

d) Mayor's Seniors Luncheon

Cynthia Taylor-Huff reported that the luncheon will once again be held at Le Parc hotel. Approximately 800 seniors will be treated to lunch and entertainment. Alan Bell and Councillor Moretti will emcee the lunch; Cynthia Taylor-Huff and Steve Matunin will coordinate planning for the event. The menu has yet to be determined and menu ideas will be discussed at the next meeting. It would be appreciated if committee members would send ideas for entertainment at the lunch to Cynthia Taylor-Huff. As with other Town of Markham events, the 2011 Canada Day Seniors Luncheon will be a zero waste event.

e) Parade

Peter Still, assisted by Kai Mark and Bob Walter, will contact 2010 Canada Day parade entries to determine their interest in participating again this year and will coordinate plans for the 2011 Canada Day Parade.

f) Children's Activities

The Children's Activities run from 3:00 – 6:00 pm. It was reported that Joanne Olson has already contacted and reserved many of the children's entertainers that took part in the 2010 Canada Day activities. She still hopes to contact a clown that entertained the children in 2010. Following discussion, the Committee agreed not to reserve other clowns at a higher cost due to the current budget deficit of the 2011 Canada Day event. Taylor Huff and June Lee will work with Joanne Olson to run the Children's Activities.

g) Stage & Sound

Perry Chan and Mandy Ou will handle the sound and stage logistics. There will likely be a special act but there will not be a need for extra special effects, as was the case in 2010. The stage will have the same layout but Perry Chan suggested also having a video wall that would allow linkages with the Town of Markham website. Councillor Moretti and Councillor Chiu will consider this suggestion, taking the 2011 Canada Day budget status into consideration. Rob Hincks reported that arrangements have been made for generators and other needed supports.

h) Media/Radio Station Participation

Andrea Guarino reported that the ad for Markham Life is ready and that it can be printed in English only. The ad will appear twice: in the regular section and in the seniors' section.

i) Entertainment

Enzo Greco reported that Doo Doo the Clown and four other acts will again be part of the Canada Day entertainment. He will begin recruiting six or seven other acts, keeping in mind the strict budget for entertainment.

j) Fireworks

Perry Chan enquired about the expectations for fireworks and music. It was reported that the crowd enjoyed the presentation last year and that Councillor Chiu may have some suggestions for this year.

k) Volunteers

Prashanth Srichandramohan and Councillor Kanapathi have been instrumental in recruiting volunteers in past years. Councillor Moretti will discuss volunteer recruitment for 2011 at the next meeting.

l) Transit Arrangements

Matt Vetere reported that he had obtained three quotes for transit arrangements similar to those made last year: school buses were the most economical, followed by coach buses, and lastly, the most expensive were buses from the company used last year. Concern was expressed that school buses might not be safe for people were standing in the buses. It was noted that the comfort and safety of Markham residents are paramount during the bus ride. Matt Vetere will investigate options to ensure passenger safety, including the possibility of using kneeling buses, and report back to the Committee.

m) Security

Andrea Guarino and Olivia Bella will review the security arrangements made last year; they will report plans for this year at the next meeting.

n) Theme

The theme, "One Family, One Markham, One Canada", and the corresponding "identifier" for Canada Day events have been instrumental in boosting recognition of Canada Day events. It has also been useful for Council when discussing diversity issues. Councillor Moretti has reminded Council that the Canada Day Committee developed the theme and she thanked the members for doing so.

o) Budget

The document entitled *Town of Markham Canada Day 2011 Preliminary Budget as at March 30, 2011* was distributed for review. Matt Vetere reported that the 2010 event incurred a deficit and, if expenses and revenues occur as projected, the 2011 event will also incur a deficit. Councillor Moretti reminded the Committee that the 2010 Canada Day event accommodated more attendees both at the luncheon and the park, requiring entertainment starting earlier and more buses for longer periods, resulting in higher expenses.

p) Advertising/Posters/Invitations

Wendy Lucas will coordinate the plans for advertising, postcards, and invitations.

q) Sponsorship

Councillor Carolina Moretti and Councillor Alex Chiu are working on obtaining sponsorships for the 2011 Canada Day Events, with the aim of reducing the deficit. They will investigate the possibility of sponsorship for the buses needed for Canada Day events. Perry Chan reported that he knew of a potential sponsor that would provide a stage backdrop; he will provide the contact information to Councillor Moretti.

r) Heritage Grant

It was reported that the Town of Markham's application has been submitted.

s) Signage

It was reported that many signs used in 2010 will be used again this year. Cynthia Taylor-Huff will check to see if she has the Mayor's Seniors' Luncheon signs. Committee members were reminded to give as much notice as possible for any new signs that are needed.

t) Parking

Committee members were reminded that parking at Milne Park is limited. Rob Hincks will provide the parking passes for Children's Activities performers and food vendors. Andrea Guarino has confirmed that Markville Mall will be closed; permission has been obtained to use the parking lot for lining up the parade participants and for public parking. Canada Day events advertising will advise the public to park at Markville Mall and take the free transit to Milne Park because public parking will not be available there.

u) Miscellaneous

- Councillor Moretti will make arrangements with Patrick O'Hanlon for the loan of 4 golf carts.
- Prashanth Srichandramohan will be asked to sort and count the remaining inventory of T-shirts for Volunteers and to advise the Committee.
- Councillor Chiu is making arrangements for shirts for Committee members.

3. DATES OF FUTURE MEETINGS

The next meeting of the Markham Canada Day Committee is scheduled for Monday, April 18, 2011 at 6:00 PM in the York Room at the Markham Civic Centre.

Subsequent meetings will be held at 6:00 PM in the York Room as follows:

Monday May 16, 2011

Monday June 20, 2011

Monday June 27, 2011

4. NEW BUSINESS

Councillor Moretti reminded Committee members what an enthusiastic member of the committee Jeanne Bowman had been for many years until her death in August 2010.

It was

Moved by Cynthia Taylor-Huff
Seconded by Bob Walter

That the Markham Canada Day Committee recommend to Town of Markham Mayor Scarpitti that a letter be sent on his behalf to the family of Jeanne Bowman to let them know how invaluable her efforts were to the success of the Canada Day children's events, how much she meant to the Committee and how much Committee members will miss her.

Carried

It was

Moved by Cynthia Taylor-Huff
Seconded by Bob Walter

That the tent used for children's activities at Milne Park be renamed the Jeanne Bowman Children's Tent as a testimonial to the enthusiasm she brought to ensuring Markham children participated in and enjoyed Canada Day events.

Carried

5. ADJOURNMENT

The first meeting of the 2011 Markham Canada Day Committee adjourned at 7:30 PM.